



Department of General Services  
Office of Procurement  
707 3<sup>rd</sup> Street, 2<sup>nd</sup> Floor  
West Sacramento, CA 95605

**STATE OF CALIFORNIA**  
**MASTER SERVICE AGREEMENT**

<b>CONTRACT NO.'S:</b>	<b>5-07-58-01 THROUGH 5-07-58-04</b>
<b>CONTRACTORS:</b>	<b>AGP Video, Inc., ON24, Inc., Onstream Media Corp., Western Blue Corp./Granicus, Inc.</b>
<b>SERVICE:</b>	<b>STREAMING VIDEO AND AUDIO SERVICES</b>
<b>CONTRACT TERM:</b>	<b>NOVEMBER 1, 2007 THROUGH SEPTEMBER 30, 2010</b>
<b>DISTRIBUTION LIST:</b>	<b><a href="http://www.pd.dgs.ca.gov/masters/videostreaming">http://www.pd.dgs.ca.gov/masters/videostreaming</a></b>

Department of General Services  
Procurement Division  
Multiple Awards Program & Transportation Management Unit  
707 3<sup>rd</sup> Street, 2<sup>nd</sup> Floor  
West Sacramento, CA 95605  
CONTACT: Joyce Griffin  
Phone: 916-375-4576  
Fax: 916-375-4663  
E-mail: [joyce.griffin@dgs.ca.gov](mailto:joyce.griffin@dgs.ca.gov)

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Date: \_\_\_\_\_  
SKIP ELLSWORTH, Manager

# **STREAMING VIDEO/WEBCASTING SERVICES USER INSTRUCTIONS**

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# SECTION I

## INTRODUCTION AND GENERAL INFORMATION

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This MSA provides streaming video and audio webcasting services to include production, encoding, streaming and archiving of an event for the State and participating local government entities (agencies). The procurement process was conducted under the Public Contract Code (PCC), Section 12100 et. seq., for the acquisition of Information Technology (IT) and Telecommunications goods and services.

See <http://www.pd.dgs.ca.gov/masters/streaming> to view the MSA.

This MSA offers the following advantages and benefits to Users:

1. Reduced rates based on aggregated statewide volumes. Maximum pricing has been established.
2. Eliminate extensive advertising, bidding, and contracting procedures by using the less formal standardized MSA ordering process. However, obtaining offers from at least three of the contractors is required.
3. Contractors have been prequalified for the contract and DVBE criteria have already been met.
4. The ordering agency manages the ordering of streaming video and audio services, approves deliverables, and authorizes payment to the Contractor.
5. Agencies requiring technical assistance under this MSA can obtain services through the Department of Technology Services (DTS) at (916) 657-9150.

### A. CONTRACT ADMINISTRATOR INFORMATION

Joyce Griffin Department of General Services, Procurement 707 Third Street, 2nd Floor West Sacramento, CA 95605 Phone #: (916) 375-4576 Fax #: 916/375-4663 E-mail: <a href="mailto:Joyce.Griffin@dgs.ca.gov">Joyce.Griffin@dgs.ca.gov</a>
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### B. CONTRACTOR INFORMATION

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. OnStream Media Corp.<br><b>Contract # 5-07-58-03</b><br>George G. Stemper, Jr.<br>1291 SW 29 <sup>th</sup> Avenue<br>Pompano Beach, FL 33069<br>Phone #: (954) 917-6655<br>Fax #: (954) 917-0575<br><a href="mailto:gstemper@onstreammedia.com">gstemper@onstreammedia.com</a> | 2. Western Blue/Granicus<br><b>Contract #5-07-58-04</b><br>Terry M. Joslin<br>9745 Business Park Drive<br>Sacramento, CA 95827<br>Phone #: (916) 366-0708<br>Fax #: (916) 366-0776<br><a href="mailto:tjoslin@westernblue.com">tjoslin@westernblue.com</a> |
| 3. AGP Video, Inc.<br><b>Contract #5-07-58-01</b><br>Nancy Castle<br>390 Preston Lane<br>Morro Bay, CA 93442<br>Phone #: (805) 772-2715<br>Fax #: (805) 441-5770<br><a href="mailto:agpvideo@charter.net">agpvideo@charter.net</a>                                                | 4. On24, Inc.<br><b>Contract #5-07-58-02</b><br>Rosemary Florez<br>9500 Mellett Court<br>Burke, VA 22015<br>Phone #: (703) 440-9393<br>Fax #: (703) 569-2266<br><a href="mailto:Rosemary.florez@on24.com">Rosemary.florez@on24.com</a>                     |

### **C. TERM OF MSA**

The term of the Master Services Agreement (MSA) is November 1, 2007 through September 30, 2010, with the option of two (2) additional one (1) year terms. State agencies may not enter into agreements with an end date extending more than 12 months beyond MSA contract term expiration date. The Department of General Services, Procurement Division may utilize the option for two (2), one (1) year contract extensions. If the current contract is extended, a supplement will be issued noting the new contract expiration date.

### **D. ADMINISTRATIVE FEE**

DGS charges the users of this MSA an administrative fee. The DGS administrative fee is a specified percentage of contracted services. DGS annually sets the percentage for the administrative fee. Agencies using this MSA should check the DGS website for current rates. Local agencies must agree to the State's administrative fee.  
<http://www.ofs.dgs.ca.gov/Price+Book/P/Purchasing.htm>

### **E. SMALL BUSINESS PREFERENCE**

AGP Video, SB/MB, OSDS #41450

### **F. DISABLED VETERAN BUSINESS ENTERPRISES (DVBE)**

DVBE subcontractors have been identified for purposes of this MSA:

OnStream Media subcontracted 3% to Advanced Computer Services (OSDS Ref #36964) at 5972 So. Land Park Drive, Sacramento, CA 95822 – 916-427-6005.

Western Blue/Granicus subcontracted 3% to Hammond Consulting LLC (OSDS Ref #23322) at 1809 Avenida Martina, Roseville, CA 95747 – 916-412-5752.

## SECTION II

### ORDERING PROCEDURES FOR STATE AND LOCAL AGENCIES

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#### A. STATE AGENCY INSTRUCTIONS

In addition to procedures delineated in these user instructions, agencies must comply with requirements contained in the DGS/PD Purchasing Authority Manual (PAM), State Contracting Manual, and the ordering agency's internal contract procedures.

##### 1. **Authority to Use the MSA**

Departments should use this MSA in accordance with SAM 4800. Departments/Agencies must have DGS PD approved IT purchasing authority for MSAs. Contracts executed under this MSA may not exceed the approved dollar threshold noted in the department/agency purchasing authority. Refer to Chapter 1 of the Purchasing Authority Manual (PAM) for additional information regarding purchasing authority.

##### 2. **Competition & Advertising**

Ordering agencies are not required to post an advertisement when executing contracts under this MSA; however, they are required to solicit offers from at least three vendors so that best value is obtained. Not all services are delivered with the same method or protocol. Ordering agencies are encouraged to describe in detail the precise services they are requesting and whether or not they have a preference in how the service is delivered, what software is used, etc. Typically, contractors will complete a checklist with the ordering agency prior to the event as a method of documenting the services and outcome desired. If video or audio content security is an issue, agencies should ask the vendor what method of security (i.e., access control and/or encryption) is provided. A vendor demonstration of services may be desirable. Also, the following should be taken into consideration when ordering from this MSA:

- Technical expertise of existing agency personnel (see Section I regarding DTS' assistance).
- Compatibility of vendor's equipment with agency's equipment.
- Current load on agency's existing intranet equipment and circuits (can multiple internal users access the data at the same time?).
- The timeline to order new circuits, if necessary.
- Page 7 of this document includes a note regarding prices for hosting and secure archiving that should be reviewed.

##### 3. **Order Limits/Dollar Thresholds**

Contracts may not exceed \$1,500,000 in accordance with MM07-10 without an approved Leveraged Procurement Agreement Exemption Request (LPAER) form (see Section III-Forms). The total contract value shall be based on the cumulative value after including any amendments (i.e., a \$1,450,000 contract plus a \$60,000 amendment shall be considered a \$1,510,000 contract, and subject to the requirements accordingly)." Pursuant to PCC Section 10329, willfully splitting a single purchasing transaction into a series of transactions for the purpose of evading the bidding requirements or to circumvent dollar thresholds is prohibited.

#### **4. Ordering Instructions**

A Standard Agreement (Std. 213) should be used by State agencies. "MSA 55807" should be entered above "Agreement Number" on the Std. 213. You may obtain a copy of the Std. 213 at the link provided in Section III.

Local agencies should use similar language on any form used in conjunction with this MSA.

#### **5. Statement of Work**

Please refer to the contract and statement of work for contractor's responsibilities at the website below:

<http://www.pd.dgs.ca.gov/masters/streamingvideo>

Ordering agencies shall include with the Std 213 their own statement of work which describes in detail the services they wish to procure.

#### **6. File Documentation and Other Applicable Requirements**

Refer to PAM Chapter 6 for more information regarding the required MSA file documentation.

### **B. ORDERING INSTRUCTIONS FOR LOCAL AGENCIES**

Local agencies utilizing this MSA:

- 1) Agree to all operational terms and conditions.
- 2) May use the Std 213 to initiate orders or use their own contract document.
- 3) Are required to submit a copy of their ordering documentation to the MSA Contract Administrator.

# SECTION III

## FORMS & PRICE LISTS

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### A. Standard Agreement (Std. 213)

<http://www.documents.dgs.ca.gov/ols/CONTRACTING%20INFO/STD213-JUNE%2003.doc>

### B. LPA File Documentation Checklist

<http://www.documents.dgs.ca.gov/pd/delegations/FildocLPA.pdf>

In the event the above link is problematic, this checklist is found in Chapter 6 of the Purchasing Authority Manual. Below is a link to the manual:

<http://www.pd.dgs.ca.gov/deleg/pammanual.htm>

### C. Request to Exceed \$1,500,000 Limit

MSA transactions with an estimated value in excess of \$1,500,000.00 must have *prior* DGS/PD approval. Departments must submit all exemption requests for review and approval to DGS/PD/PAMS.

Visit the PAM website for further instructions:

<http://www.pd.dgs.ca.gov/deleg/PAMchapter06.htm#6f27>

Link to access form: <http://www.documents.dgs.ca.gov/pd/delegations/LPAER.doc>

### D. Cost Worksheets (Price Listings)

The contractors' cost worksheets (price listings) are at the website link below:

<http://www.pd.dgs.ca.gov/masters/streamingvideo>

These worksheets include the maximum pricing for all mandatory and desirable services. Several Contractors also offer podcasting and vodcasting as a supplemental service which is also included on the cost worksheets at maximum price.

**NOTE:** The price indicated on the cost sheets for the "Additional 90 days of hosting and secure archiving" for the service packages is all inclusive regardless of storage size and number of transfers for AGP Video, Onstream Media and On24, Inc. For Western Blue/Granicus, that price reflects the maximum fixed price for an event that was eight hours in duration with up to 500 concurrent users. Any additional hosting for a larger file using that contract may result in a higher cost.